

**South Dakota Health Insurance Exchange Task Force  
Outreach and Communication Subcommittee  
August 16, 2011**

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**Subcommittee Members Present:**

Joan Adam	Denise Luckhurst	Joseph Sluka
Emily Currey	Kim Malsam-Rysdon	Beverly Wilson
Terry Dosch	Bob O'Connell	Sam Wilson
Randy Hanson	Kim Olson	Rita Wishard
Spencer Hawley	Lisa Sanderson	
Dave Hewett	Merle Scheiber	Jeremiah Murphy (guest)

**Subcommittee Members Absent:**

Sarah Folsland	Susan Sporrer
Cecelia Fire Thunder	
Doneen Hollingsworth	

Kim Malsam-Rysdon presented a brief recap of the Outreach and Communication Subcommittee discussion from July's meeting. The subcommittee has preliminarily identified the targeted number of South Dakotans that are without health insurance. The results of the Market Decision survey determined that few people know a lot about the Health Care Reform Law.

**Review of today's agenda**

Update from the NAIC  
Review [Healthreform.sd.gov](http://healthreform.sd.gov) website  
Review draft outreach and communication plan  
Discuss recommendations and prepare final draft presentation for Task Force  
Next steps

**NAIC Updates**

Merle Scheiber with Department of Labor and Regulations shared that most states are at the same stage of research and discussion as we are. He gave an overview of the 11<sup>th</sup> Circuit Court of Appeals finding that the Health Law's individual mandate is unconstitutional. There was discussion on whether there would be an Exchange if there was not an individual mandate, as well as how many people would opt out and just pay the penalty, since the penalty seemed to be low. There was a conversation regarding the role of Insurance Agents as Navigators. It was stated that the State will need to determine that role with guidance from Federal Regulations.

**Website Review**

The website was presented and reviewed by the subcommittee, with consensus that there needed to be a raised awareness of health care reform and that the education and awareness should start now. It was decided to use the existing State website – <http://healthreform.sd.gov/> – as a starting point for providing unbiased information about the Federal Health Care Law and how South Dakota intends to comply with the law. The subcommittee recommended that consumer needs should be the primary focus. The website needs to keep information simple, focus on basic aspects of the Federal law, and be consumer friendly in a simple and concise manner. The subcommittee recommended that the existing State health reform website should be transformed from providing general awareness to serving as the site of the Exchange website, so consumers would have one place to go to access information about health care reform and the

Exchange. The current website may need to be branded in a way that will support provisions of general information now and be the Exchange portal in the future.

### **Review and Draft Final Recommendations**

Kim presented the draft recommendations, restating the objectives of the Outreach and Communications subcommittee. The subcommittee reviewed the description of our objectives and reviewed and updated the recommendations as discussed. The recommendations of this subcommittee will be as follows:

- Raising general awareness of future health care reform should start now using the state's existing health reform website. This website should be marketed as South Dakota's source for unbiased information about the federal health care law and how South Dakota intends to comply with the law.
- Once specifics about SD's Health Care Exchange are available, specific outreach should be targeted to certain groups.
- Navigators will need to meet certain federal requirements.
- SD should select Navigator Programs through a Request for Proposals (RFP) process.
- The existing state health reform website should transform from providing general awareness to serving as the site of the exchange website so that consumers have one place to go to access information about health care reform and the exchange.

### **Next Steps**

Kim stated that the draft smart chart would be updated with the information presented at today's meeting and sent to the subcommittee members for feedback. Kim asked that the subcommittee send feedback in as soon as possible and extended a thank you to the subcommittee for their participation.

The meeting was adjourned by Kim at 12:00.